

MORPHOLOGICAL PROCESS OF ENGLISH TERMS IN BEVERAGE PRODUCT NAME

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ABSTRAK

Penelitian ini menganalisis tentang nama produk minuman yang mengandung bahasa Inggris. Penelitian ini bertujuan untuk menganalisis proses pembentukan kata dalam nama produk minuman. Penulis menggunakan metode kualitatif. Dalam menganalisis data, penulis menggunakan teori *word formation process*. Hasil dari penelitian ini adalah ditemukannya lima jenis proses pembentukan kata dan perbedaan kelas kata pada nama produk minuman yang mengandung proses pembentukan kata.

Keyword: word formation process, rank scale, beverage product name

1. Introduction

Product name is an important thing to attract consumers as it plays an important role to describe what the product is. Nowadays, Indonesian product names such as automotive, food, beverage, electronic start to use English. As an international language, English is now took its part in product name to make it different with ordinary Indonesian product name.

Beverage is one of products which used English term on its name. It is not only taking the base word of English but also creating a new word in order to make the product name more interesting. As part of morphology, word formation process is the study of word forming, is appropriate in analysing the product name.

In this study, I focus on the English term of Indonesian beverage product name. This study analyses word formation process of the English term on Indonesian beverage product name. Before analysing the data, I collect the beverage products from Youtube channel, *Iklan TV Indonesia*, and then choose the ones which have English term.

The problems in this study are which beverage product name that has English term on *Iklan TV Indonesia* and how the word formation process occurs on the beverage product name. Meanwhile, the purpose of this study is to classify the beverage product name on *Iklan TV Indonesia* which has English term and to show the word formation process of the beverage product name.

2. Theoretical Framework

2.1 Word Formation Process

According to Yule (2010) and Lieber (2009), word formation strategies are classified into eleven:

1. Coinage

Coinage is a word formation process which is happened by using a trade name of a product which becomes general terms related into a same thing as the product (Yule, 2010:53).

2. Borrowing

Borrowing is a word formation process which is done by taking over the word from another language (Yule, 2010:54).

3. Compounding

Compounding is a word formation process by which is happened by combining two or more words to produce a single word (Yule, 2010:55).

4. Blending

Blending is a word formation process which is done by combining two words, taking the beginning or the end of the words and joining them to produce a single new word (Yule, 2010:55).

5. Clipping

Clipping is a word formation process which is happened by cutting one or more syllable to be a shorter form (Yule, 2010:56).

6. Back Formation

Back formation is a word formation process which is done by reducing the word to form another word in different type (Yule, 2010:56).

7. Conversion

Conversion is a word formation process which is happened by changing the function of word type without reducing the word form (Yule, 2010:57).

8. Acronym and Initialization

Acronym is a word formation process which is done by taking the initial letter of two or more words to produce a new word which is pronounced as a new single word (Yule, 2010:58). Meanwhile, Initialization is a word formation process which is also done like Acronym word formation process but the word is pronounced by saying each initial letter only.

9. Inflection

Inflection is a word formation process which is happened by adding affix or suffix to a base word that does not change the word-function and class (Lieber, 2009: 88).

10. Derivation

Derivation is a word formation process which is done by adding an affix or suffix to its base word which change the word-class (Lieber, 2009:33).

11. Multiple Processes

Multiple process is a word formation process which is happened by combining more than one word formation processes to create a word (Yule, 2010: 60).

2.2 Rank Scale

Rank scale is hierarchy of language unit. According to Morley (2000), rank scale is arranged from the smallest units to the largest units, which is morpheme, word, phrase, clause, and sentence.

1. Morpheme

Morpheme is a small unit of meaning or grammatical function (Yule, 2010: 67),

2. Word

Word is a basic unit of a syntax which consists of one or more morphemes and orthographically is bounded by a blank space (Morley, 2000: 26).

3. Phrase

Phrase is a group of words which might be expressed by a single word (Morley, 2000: 26).

4. Clause

Clause is a group of word which consists of one or more phrases containing subject and verb (Morley, 2000: 26).

5. Sentence

Sentence is a group of phrase or clause which consists of one or more clauses and it begins with capital letter and ended by full stop (Morley, 2000: 25).

3. Research Method

In this study, I used qualitative approach to get the data. I collected 23 products which contains English term on the product name. In collecting the data, I used observation method which is a method of collecting data by analysing an object systematically. The data were collected from Indonesian beverage product listed on Youtube channel, *Iklan TV Indonesia*. In order to get the data, I searched Indonesian beverage products which contains

English term on its product name. After collecting the data, I divided the beverage product name into two: the product name using English word as a base and the product name using a word or a phrase of English. The 23 Indonesian beverage product names using English term is analysed by using word formation process and I classified based on its the word formation process.

4. Result and Discussion

In this study, I analyse 23 beverage product names containing four types of word formation process: Borrowing, Blending, Compounding, Inflection and Multiple Process. The similar characteristic of all the data is they borrow English word as its product name. On the other, the differences are its word formation process there are as 1 Borrowing word formation process, 4 Blending word formation process, 13 Compounding word formation process, 1 Inflection word formation process and 4 Multiple Process word formation process. Borrowing word formation process is occurred on the product name using English word-based as its name while Blending, Compounding, Inflection and Multiple processes are occurred on product name using English non word-based or phrase.

A. Borrowing

Borrowing is a word formation process which is done by taking over the words from another language. I found one Borrowing process which using English word-based as English as the product name.

Sample: **Sprite**

The word 'sprite' is formed by applying a Borrowing word formation process of the word 'sprite'. The process is done by taking word based 'sprite' as the product name.

B. Blending

Blending is a word formation process which is done by taking part of two words or more and combining it into one new word. I found 4 (four) blending processes which is used to form the product name.

Sample 1: **Frestea**

The word 'frestea' is formed by applying Blending word formation process of the word 'fresh' and 'tea'. The process is done by removing the final letter 'h' from the word 'fresh' (adj) and then combining it with the word 'tea' (n).

C. Compounding

Compounding is a word formation process which is happened by combining two or more words to produce a single word. I found thirteen compounding processes which is used to form the product name.

Sample 1: **Good Day**

The phrase 'good day' is formed by applying a Compounding word formation process of the word 'good' (adj) and 'day' (n). The process is done by combining the word 'good' and 'day' to create a new meaning.

D. Inflection

Inflection is a word formation process which is happened by adding affix or suffix to a based word without changing the word-function and the word-class. I found one Inflection word formation process which is used to form product name.

Sample: Coolant

The word 'coolant' is formed by applying an Inflection word formation process of the word 'cool' and 'ant'. The process is done by adding suffix 'ant' into the word based 'cool' (n) to create 'coolant' (n).

E. Multiple Process

Multiple process is a word formation process which is done by combining more than one word formation processes to create a word. I found four Multiple process which are used to form the product name.

Sample 1: Torabika Creamy Latte

The phrase 'torabika creamy latte' is formed by applying Derivation and Compounding word formation process. In the Derivation process, the word 'creamy' (adj) is derived from the word 'cream' (n). The changing of the word 'cream' into 'creamy' belong to Derivation process which is done by adding suffix '-y' to the base word 'cream'. Then, it is combined with the word 'torabika' and 'latte' to create a new word, of 'torabika creamy latte'.

5. Conclusion

After analysing data, in the previous chapter, the result show that there are 5 (five) word formation processes that can be found in the beverage product name. From 23 name, 1 of them are using English by applying Borrowing, 4 of them using English by applying Blending, 13 of them using English by applying Compounding, 1 of them using English by applying Inflection, and 4 of them using English by applying Multiple Process word formation process.

Borrowing word formation process is done by borrowing English word directly. Blending word formation process is done by combining Noun + Noun or Noun + Adjective, to form beverage name product. Compounding process is done by combining more than one words to create new meaning (those combinations are Noun + Noun, Noun + Adjective, Noun + Verb, and Adjective + Adjective) to form beverage name product. Inflection is done by adding suffix to the based word without changing the class word. Multiple process is done by combining two or more process (Blending, Compounding, and Derivation) to form beverage name product.

From the data analysis, it can be seen that most of the beverage name product are in the form of a phrase. Only 6 (six) out of the 23 data are in the form of a word and 1 (one) of them are using Borrowing word formation process, 4 (four) of them are using Blending word formation process, and 1 (one) of them are using Inflection word formation process, to form beverage name product. It can be said that most Indonesian beverage name product

are using phrase to make the product more understandable for consumers as they can describe the product by look at the way of the name.

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